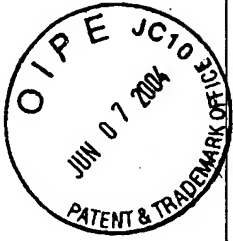


**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**



In re application of:

Applicants : Thomas J. Perkowski, et al.  
Application Serial No.: 10/602,990  
Filing Date: : June 24, 2003  
Title: INTERNET-BASED BRAND MARKETING  
COMMUNICATION INSTRUMENTATION NETWORK FOR  
DEPLOYING, INSTALLING AND REMOTELY  
PROGRAMMING BRAND-BUILDING SERVER-SIDE...  
Examiner : n/a  
Group Art Unit : n/a  
Attorney Docket No. : 100-059USA000

Honorable Commissioner of Patents  
and Trademarks  
Washington, DC 20231

**PRELIMINARY AMENDMENT**

Sir:

Preliminary to the examination of the above referenced Continuation Application, kindly amend the same as follows:

**AMENDMENT OF THE SPECIFICATION:**

Please amend the Specification as follows:

On Page 72, please delete the sixth paragraph, which reads as follows:

~~Fig. 3A16 is a schematic representation of an exemplary graphical user interface (GUI) displayed on the bar code driven consumer product information kiosk of the present invention when the CPI transport service of Figs. 3A15A through 3A15C is performed.~~

On Page 73, please delete the third paragraph, which reads as follows:

~~Fig. 3A19B is a schematic representation of a database of information resource files (IRFs) corresponding to consumer product advertisements that are symbolically linked to the~~